

## PRESS RELEASE

### **GoDoFX Selects Integral for FX & CFD Trading Technology**

**PALO ALTO (July 6, 2021)** – Integral, a leading FX technology provider, announced today that GoDoFX, a next generation retail brokerage in the UAE, has selected Integral MarginFX to support the growth of its FX and CFD business.

GoDoFX was founded earlier this year by industry veterans in the UAE forex market. The group takes a client-first approach and aims to establish long-term and sustainable trading relationships with its retail customers.

GoDoFX selected Integral for its institutional-grade technology, which afforded a high degree of customization in the trading workflow, seamless connection to the market through a hosted MT4 solution, and sophisticated pricing engine and risk management services.

As standard with Integral technology, MarginFX operates in a highly flexible and interoperable cloud-based environment, which allowed GoDoFX to design workflow and deploy services at an exceptionally fast rate.

Ebieraja Alex COO of GoDoFX said, “We chose Integral for their institutional technology that goes beyond the standard services employed in the brokerage sector. GoDoFX strongly believes in providing retail customers with an exceptional level of service and the Integral platform allows us to deliver a tailored and personalized offering to every one of our customers.”

Mohamed Ahmed, CEO of GoDoFX said, "Integral's technology means our business is underpinned by sophisticated – yet flexible – infrastructure that allows us to provide the tightest competitive spreads while optimally managing risk at a granular level. We have been extremely satisfied with the level of service delivered.”

“We’ve listened carefully to the brokerage community and have thoughtfully developed the full range of technology and trading services needed to grow their business and reduce trading costs,” said Harpal Sandhu, CEO of Integral. “We are delighted to be working with GoDoFX and deliver fully customizable trading solutions to meet their evolving requirements.”

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### **About GoDoFX**

The GoDo group of companies is licensed by FSC, DIFC, SVC. The group provides fast and professional trading services to retail and institutional clients in a diverse range of financial instruments including, Forex, Stock Indices, Gold, Oil, and CFDs on Stocks. With offices in Mauritius, Dubai, and India, we are a small and agile team that has a strong track record and excels in client retention. GoDo is a business focused on building long-lasting relationships with clients by always being on their side and wanting them to trade profitably.

The goal of GoDoFX is to provide clients with a superior, peerless trading experience, providing best pricing, and pairing this with the latest state-of-the-art trading technology, regulation, and top-notch service for a healthy online trading experience.

#GoDoFX | [www.godofx.com](http://www.godofx.com)

### **About Integral**

Integral is a financial technology company that helps its customers - banks, brokers, and asset managers - outperform their competition in the foreign exchange market through innovative solutions for workflow management and advanced execution. This powerful cloud-based platform is the industry's only answer for FX institutions that want to design and deliver complete solutions tailored to their businesses. Integral's modern approach of addressing the entire FX lifecycle with an intelligent platform allows its customers to achieve the lowest transaction costs, greatest operational efficiency, and highest yield. Founded in 1993, Integral maintains development, support, and sales offices in Palo Alto, New York, London, Tokyo, Singapore and Bangalore.

For media information about Integral, contact: [integral@aspectusgroup.com](mailto:integral@aspectusgroup.com)

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